

CONSULTING SOLUTIONS: PARTNER SEARCH

Euromonitor Consulting helps our clients identify and select an appropriate business partner to increase your competitive advantage and optimise performance.

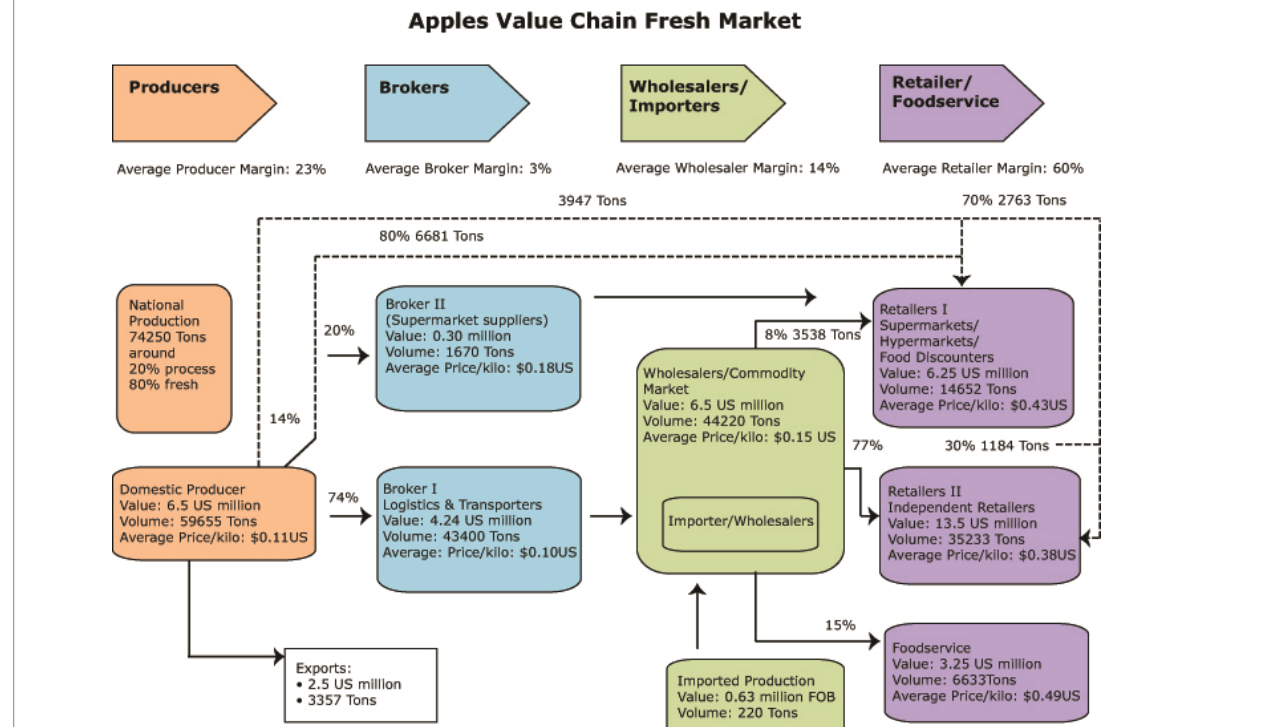
The logo for Euromonitor International, featuring a stylized black and white graphic of three slanted lines forming a triangle, followed by the text "EUROMONITOR INTERNATIONAL" in a black sans-serif font.

EUROMONITOR
INTERNATIONAL



HOW PARTNER SEARCH HELPS

Export market development



Identify key stakeholders

- » Upstream partners: raw material, ingredient, equipment supplier
- » Downstream partners: wholesaler, retailer, logistics or services providers
- » Importer, distributor, sales agent
- » Processor, converter, packager

Select best fit partners

- » Screen a long list of potential partners to find the most attractive for your business
- » In-depth profiling of shortlisted candidates
- » Test interest in your business and value proposition

Gain a competitive advantage

- » Identify new access points and ways to do business
- » Sales uplift from access to new channels
- » Secure more stable sources of supply, better prices and services

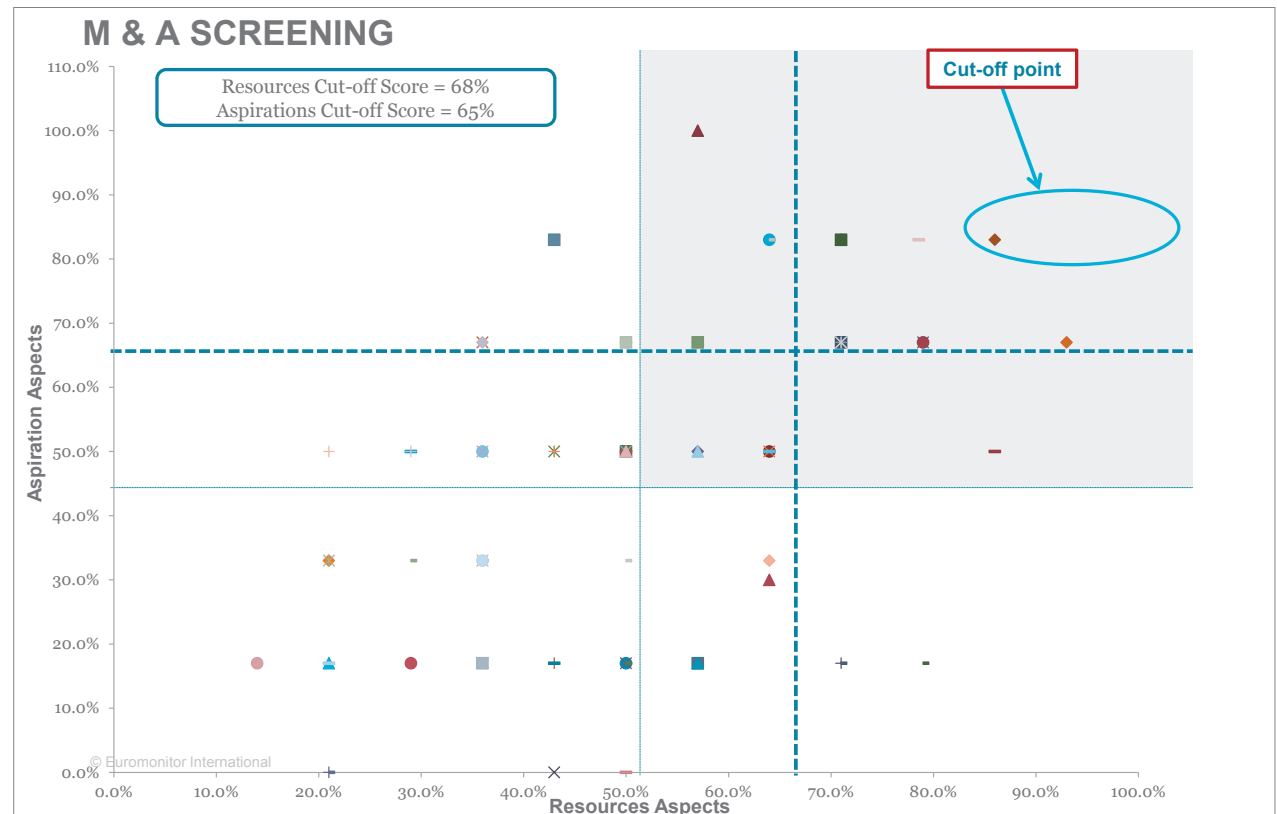
PARTNER SEARCH CUSTOMISED DELIVERABLES

WHAT YOU GET

- » Identify potential partners that meet your businesses' needs
- » Comparable analysis of long-listed companies
- » Strategic direction
- » Organisational structure
- » Operational setup
- » Sales cycle and dynamics
- » Key accounts

Evaluate suitability

Rate partner candidates by their products and services, operation footprint, performance and other activities that can strengthen your company's business.



Euromonitor Consulting
M&A Screening Analysis

Partner profiles

In-depth research of best-fit partner targets with third party sources including direct competitors, distributors, operational partners and category experts.

Company X a long-term player in the market

Company X

Background

- The company was **founded in 1940** by John Doe, as motor manufacturer Construções Eletromecânicas Brasileiras LTDA. In 1944, the company became Company X SA, and in 1947, enhanced its product line, initiating the manufacturing of spare parts for cars and for small domestic appliances.
- In 1997, the company was acquired by **Groupe ABC**, a large French consortium that produces small appliances. Brazil is by far the biggest focus, accounting for 80% of sales in Latin America.

Description

Company X **manufactures and imports consumer appliances**.

It is primarily a domestic player, but also with exports to Europe and neighboring Latin American countries, especially **blenders**, since the 1960s.

Strategy

- The company is focused on providing **added-value products** to end consumers, emphasizing research and development and leveraging access to global innovation through Groupe ABC.
- At the same time as it supports its strategic intent, it also maintains products lines that are **accessible to all or most Brazilians** – focus is not exclusively on innovation.



Product Categories

1. Air Care
2. Home Care
3. Irons
4. Major Appliances
5. Personal Care

Key facts

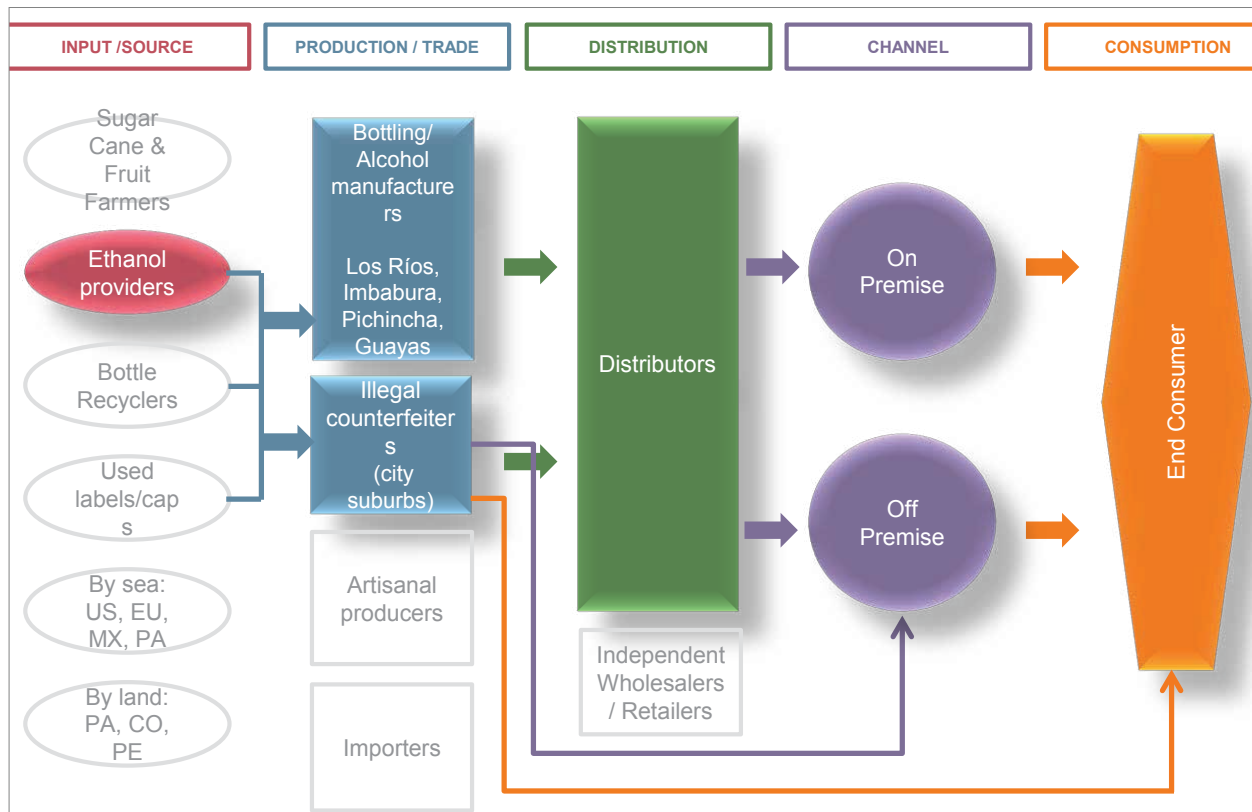
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WHAT YOU GET

- » In-depth statistical review of each organisation's structure, lines of business, financials and market positions
- » Trade relationships, third party agreements, customer base
- » Combination of weighted scoring and detailed qualitative supporting insights

Supply chain maps

Analysis of upstream and downstream activities and stakeholders to help you optimise key stages across your supply chain.



Euromonitor Consulting
Research Summary

WHAT YOU GET

- » Supply chain maps and channel sales data
- » Analysis of market dynamics, trade relationships, potential barriers

SUPPORTS MANY FUNCTIONS

Independent company intelligence helps clients screen and evaluate potential new partners across their supply-chain from raw material and equipment suppliers, processors and converters, to importers and distributors.



Business development

Inform decisions with a better understanding of the needs and wants of business partners. Test interest in your business and value proposition and focus on the best opportunities. Determine the potential and marketability of your product or service through analysis on the needs and preferences of local customers.

Research

Concise profiles with key financial and operational metrics support comparative analysis and ranking as part of our screening process. Shortlisting is via analysis and interviewing for direct insight of prospective partners' capabilities, operations, trade image, reach, reputation and interest toward your partnership value proposition.

Strategy

We work in close partnership with clients to develop screening criteria aligned with their strategies and business plans to identify best-suited partners and prioritise long-term growth opportunities.

Procurement

Identify new access points, contacts and ways to do business. Understand supplier expectations and typical terms of trade to inform negotiations and secure more stable sources of supply, better prices and service.

CONSULTING PILLARS

Euromonitor Consulting provides customised, strategic business intelligence solutions tailored to meet your exact requirements. Our research experts design solutions for your organisation with the strongest combination of quantitative and qualitative methods matched to your information needs.

Strategic partner

Collaborative partnerships and flexible interactive project management achieve the best outcomes.

- » We ensure we understand all of your needs
- » We share findings as projects progress for feedback and adjust research to changing priorities
- » Post-project support for any questions and next steps

Industry knowledge

Our teams bring extensive knowledge of industries, categories, economies and consumers worldwide.

- » 25 years' experience researching challenging, data-poor markets
- » Project teams advise on sources and integrate existing knowledge to the solution
- » Industry teams provide sector-specific insights

Research expertise

Our research experts design client-focused solutions with the right combination of methods to best meet your needs.

- » Research consultants, experienced in different methodologies, co-ordinate all research and fieldwork
- » Quantitative and qualitative methodologies provide multiple sources for stronger data, deeper, richer insights
- » Original data and analysis where no reliable sources exist

Local insights, global network

On-the-ground research network of 800 field-based analysts observe markets first-hand.

- » Analysts close to sources and industry contacts
- » Local analysts observe markets first-hand
- » Global infrastructure and multi-country project management to suit client needs

LET US HELP YOU SUCCEED

We have more than 40 years' experience researching industries, categories, countries and consumers worldwide. Our research adds needed context to an industry, providing meaningful and actionable strategic recommendations. Our experts fill information gaps and bring together multiple sources, providing the context necessary for accurate planning.

No research challenge is too big or too small from simple data creation to in-depth strategy consulting. Our research helps clients make decisions, identify opportunities and reduce risk strategy, marketing, exports, brands, pricing, distribution and innovation.



Ask our team. We know your next steps for growth.

- » How do I find the right partner for my needs?
- » How do I identify new access points and ways to do business?
- » How can I achieve sales uplift from access to new channels?
- » How do I secure more stable sources of supply, better prices and service?
- » How can I better understand the needs and wants of my business partners?
- » How can I test interest in my business and value proposition?

CONTACT US

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